

## USES AND GRATIFICATIONS

### THEORY

This is the theory that audiences use the media for FIVE different reasons:

- **TO BE INFORMED**
- **TO BE ENTERTAINED**
- **TO RELATE TO EVENTS/PEOPLE IN THE MEDIA**
- **TO TALK ABOUT THE MEDIA (SOCIALISE)**
- **TO ESCAPE**

Consider how different media products e.g. films, games, news, magazines etc would allow an audience to do one or more of the above.

# Digital sectors and audiences exam Yr 11

## Autumn Term 2

### STYLISTIC CODES

This is a very popular topic for big mark answers (you would get one mark for identifying a code and another for explaining how it creates meaning). Stylistic codes mean anything that can be included in a product that would create meaning. The main stylistic codes are:

- **Camera angles and shots**
- **Lighting**
- **Sound**
- **Colours**
- **Font (typography)**
- **Editing (if looking at film or TV)**
- **Composition (layout)**



### TEST YOURSELF

Look at a print advert for any product. Name four stylistic codes and explain how each has been used by the producer to create meaning to the target audience. You would get one point for identifying the code and another for explaining how it has created meaning in the advert. How many marks have you gained?

## MISE-EN-SCENE

Mise-en-scene is anything that is 'put' into the scene. It can include:

- **Lighting**
- **Setting**
- **Colour**
- **Characters – including body language and facial expressions.**
- **Props**
- **Hair and make up**
- **Representation**

Questions that include mise en scene are normally linked to genre, e.g. "A gaming company is making a new horror/action game and wants ideas on how mise en scene can be shown within the product. What three ways can mise en scene be shown in the game?"

How would you answer this question?

## CONSUMPTION

This is all about the IMPACT that digital technology has on the audience and how they use it. The key areas to consider here are:

- **Immediacy** – how quickly can the audience access the product?
- **Convenience** – can the product be accessed on various devices to make it easier and more convenient for those 'on the go'?
- **Connectivity** – can they connect to the product easily?
- **Access** – is it accessible to them?
- **Portability** – is the product portable? Can they access it on a device that can be taken anywhere so they can enjoy the product at any time?

Think about these factors when answering questions on HOW audiences engage with products.

## QUALITATIVE AND QUANTITATIVE RESEARCH

**QUALITATIVE** – this is any research that is spoken or written down e.g. questionnaires, surveys, focus groups etc. Remember the L in the word means LITERACY (spoken or written)

**QUANTITATIVE** – this refers to research that includes numeracy e.g. graphs, pie charts etc. The N refers to NUMERACY (numbers)

### TEST YOURSELF

What other qualitative and quantitative research methods can you think of?

